

What Is Claimed Is:

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1. An information retrieval apparatus for retrieving information from a data base which has registration data including position data, image data and designation information for specification of individual information in a mutually corresponding relationship, comprising:

fetching means for fetching an image;

position detection means for detecting a current position of said information retrieval apparatus; and

selection means for selecting, from within the image data having the position data regarding positions around the current position detected by said position detection means, that of the designation information having image data which matches with the image fetched by said fetching means.

2. An information retrieval apparatus according to claim 1, further comprising reception means for receiving the image data and the designation information via a computer network.

3. An information retrieval apparatus according to claim 2, wherein said reception means has a portable telephone function and is connected to said computer network via a telephone line.

- 4. An information retrieval apparatus according to claim 2, wherein the designation information is a URL for specifying information stored in a server of a world wide web build up on the Internet.

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- 5. An information retrieval method for retrieving information from a data base which has registration data including position data, image data and designation information for specification of individual information in a mutually corresponding relationship, comprising the steps of:

- fetching an image;
- detecting a current position; and
- selecting, from within the image data having the position data regarding positions around the detected current position, that of the designation information having image data which matches with the fetched image.

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